DEALER SECTION OF Electricity on the Farm

With which is consolidated The RURAL ELECTRIC DEALER. Established 1920. The only publication devoted exclusively to the electrification of towns and farms and reaching the power companies and electric dealers serving this rapidly developing rural market.

Vol. 2 JUNE, 1929 No. 6

Working the County Fair

Both power companies and independent plant dealers are finding the county fair a very effective means of bringing their equipment and service to the attention of prospective customers. A display booth fitted up with electrically operated farm equipment, and properly illuminated, always attracts attention. This is especially the case after sundown, when the illumination shows to advantage. Last summer one dealer put over a display which was crowded to capacity at all times. Among the electrified appliances showed was an electric refrigerator wherein several big pitchers of ice water were kept cool. Whenever prospects came in to inspect the layout, they were offered a glass of sparkling, iced water, which emphasized better than sales talk the performance of the machine.

Farmers coming into the county fair come there with their eyes open to see whatever is on display. They are not pressed for time, and are always ready to listen to what the salesman has to say. An attractively arranged exhibit, rigged up as completely as possible, not only creates interest but develops new customers as well. There is no other event which brings out such a large percentage of the farmers of a particular district than the county fair. The progressive dealers realize this.

The fair season will soon be upon us. If you want to take advantage of this very excellent means of contracting your future rural customers, better lay your plans now for a county fair display.

* ELECTRICITY ON THE FARM (except this "Dealer Section," printed on tinted paper) has already been placed in the hands of more than 119,000 farmers along the rural lines operated by more than 200 power companies. Hence the articles you find in this copy will be read, or have already been read, by many of the farmers in your territory. You are, therefore, in a position to approach these farmers on the subjects with which they are familiar. Your way is paved for increased sales of electrified farm equipment.

Another Important

Announcement

by the

PRATER PULVERIZER COMPANY

ENLARGED production facilities have enabled the Prater Pulverizer Company to begin quantity production of the PRATER AUTOMATIC EAR CORN BREAKER AND FEEDER.

This new attachment, which may be easily fitted to Prater Mills already in use, makes the Prater Farm Mill *entirely* automatic in operation. Ear corn may now be ground just as easily and economically as small grains.

In accordance with the usual policy of the Prater Pulverizer Company, the Prater Automatic Ear Corn Breaker and Feeder will be marketed under a guarantee of complete satisfaction.

We suggest the use of the attached coupon TODAY. Demand for the Prater Automatic Corn Breaker and Feeder is such that orders should be placed immediately for the coming season.

Merchandising Service Division,
PRATER PULVERIZER COMPANY
817 West Washington Blvd., Chicago

Please send complete information on the new Prater Automatic Ear Corn Breaker and Feeder.

Signed.....

Utility.....

Address .....

GUARANTEED "Cost per month of Service"

The New Plan that's a Winner

HERE'S the selling plan for Glass Jar Type of batteries that means more battery sales—no dissatisfied customers — no arguments — no profit-eating, no unfair adjustments.

You guarantee to a customer *in advance* the maximum amount his battery service will cost per month. (as low as $1.75 per month according to type of battery). Adjustments are made when necessary according to a definite scale which the customer understands at the time of purchase.

This new and finer plan practically wipes away sales resistance. You sell more batteries and make better profits. Your customers are 100% satisfied and there are never any arguments.

Get full details of this up-to-the-minute, successful sales plan. Ask your nearest wholesaler, or write us.

GLOBE ELECTRIC COMPANY
14-28 Keefe Avenue Milwaukee

A selling feature — improved connectors! Big connectors reduce resistance and prevent heating and loss of current.

"The Better Battery"

GLOBE

MADE EVEN BETTER

FARM LIGHTING

WESTERN Cable LONG LIFE BATTERIES

Will help you make more Money - -

WESTERN CABLE batteries mean more money and more business in your pocket, and we want you to write immediately for all the details on this business builder.

This battery incorporates the years of experience we have gained in specializing in this field. We also manufacture a complete line of A and B types of storage batteries for radios and automobiles.

Large production of plates of different kinds for the trade.

Five year guarantee

Heavy-duty plates

Extra heavy reinforced cover

Ample Sediment space

Write for proposition

Western Cable & Light Company

BALDWIN, WIS.

Rural Rates—

An Important Factor in Farm Electrification

By H. J. GALLAGHER
Michigan State College

In conducting rural electrification from an extension standpoint one is impressed with the intense interest manifested on the part of the farmer in the economics of electrical operation. The extension division of the Michigan State College conducted thirty demonstrations on farm electrification during the summer and fall of 1928, with 2,273 farmers attending. The demonstrations were held on farms enjoying central station service. The demonstrations included operation of equipment that has proven its value in agriculture on the Michigan Experimental Electric Line. The demonstrations were supplemented with lectures and charts of operation costs.

The First Important Step

Having personally conducted these demonstrations and discussed farm electrification with a large number of farmers, I am convinced that the first important educational step in rural electrification is presenting the rural rate schedule to the farmer in such a manner that he thoroughly understands the basic structure of the rate. It makes no particular difference what the rate is, providing it is sound within reason and offers real opportunities to the farmer. When the farmer once realizes what a small return he is receiving on his investment in wiring and possible construction costs by using only small amounts of current for lighting and small appliances, that this small amount is billed on the highest rate of the scale, that at this point conditions become favorable for increased energy uses at lower rates, and that increased uses for productive work have the possibility of a tangible cash return, he then becomes interested in the uses that he might employ electricity for.

The farmer paying $3.50 to $5.00 or more a month for about 30 kilowatt hours of energy is but little interested in power uses of electricity until he knows that the next 30 kilowatt hours of current will be billed to him at a much cheaper rate. When the farmer definitely knows this and understands the reason why. When he knows that for the next $3 to $5 worth of energy, he will receive four to five times the current he received for the first $3 to $5, then the operation of the electric water system, the milking machine, the feed grinder, poultry house lighting, and other power uses are considered in an entirely new light and the true economics of electric operation become apparent.

Exhibit Tells the Story

To impart this knowledge to the thousands of farmers that annually attend the Michigan State College during Farmers' Week, an exhibit was designed to show that the first high cost of electric energy used in lighting could be absorbed by common power uses on the farm, and that enough additional saving could be effected to operate the electric range, the refrigerator, the ironer, and a number of appliances.

The exhibit consisted of three booths showing household uses of

electricity; a kitchen equipped with range, refrigerator, and appliances; a laundry with washing machine, wash tubs, a water system, and an ironer; and a bathroom fully equipped. This section of the exhibit largely represented the so-called luxury uses of electricity that are associated with high operating costs.

Power Uses Included

The power section of the exhibit consisted of the Farm Electrification Demonstration Truck, water systems, feed grinders, grain elevators, milking machines, cream separators, portable motors, silo filling equipment, electric hay hoist, and poultry house equipment. The poultry house equipment consisted of poultry house lighting, poultry water heater, dropping board cleaner, feed distributor and brooder. All the poultry house equipment was automatically operated by clock control. All the poultry equipment was of Michigan State College design. Each exhibit in both the power and household sections was in operation.

The connecting link between the two sections of exhibits was a third exhibit showing that the savings effected through proper power uses would operate all of the household equipment.

Figure No. 1 illustrates the unsound economics of rural electrification. *Figure No. 2* is illustrative of a sound economic basis of ruraly electrification development from both the farmer's and power company's viewpoint and presents the basis of costs to the farmer in a way he understands. The practical background of this presentation was derived from the farm of Ellis Haynes on the Mason-Dansville Test Line. Mr. Haynes is a practical farmer and through his cooperation the following facts were derived over a period of one year:

Farm of Ellis Haynes—Where Electricity Pays Its Way

August 15, 1927 to August 15, 1928

Milking Machine	$31.60
Grinding Grain	38.64
Sawing Wood	9.62
Filling Silo	35.02
Conveying Grain	21.20
Total Saving	$136.08
Total Energy Cost	$115.20
Energy cost for above uses	32.92
Difference	$82.28

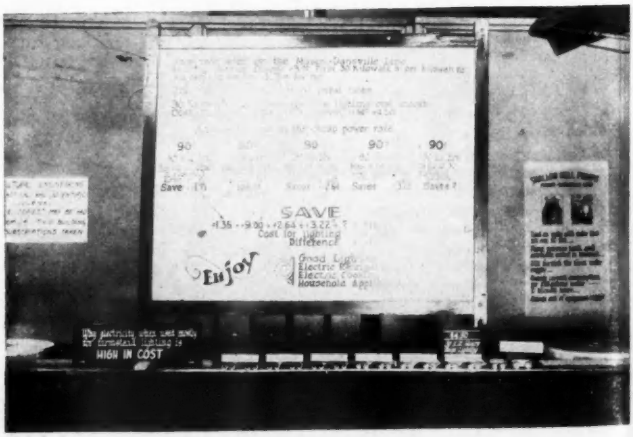


Fig. 1. High Cost of Transportation. 5 Empty Cars; 1 Car Loaded, 30 KWH. Result—KWH Cost 15c.

The costs of the above operations were determined on a comparative cost basis of methods previously used with internal combustion engines and man power. The high saving effected through silo filling with the 5 H. P. electric motor was due to the fact that Mr. Haynes made no exchange of labor, he and his hired man doing the work in two days.

Interest on investment and upkeep of equipment are two items of cost of operation that were omitted. The reason for omitting these two important costs is because no value was accorded to the time saved the farmer and the conveniences enjoyed by electric operation. The time lost in cranking a gasoline engine on a cold morning, the carrying of oil and gas, the time consumed in bagging grain, the wear on the car in taking the grain to and from the mill, the obligation of the exchange of labor when a day or two at home may mean the difference between profit or loss on a crop—who can put a cash value on these factors? It seems legitimate to balance these items with interest and depreciation costs.

The $136.08 saved by the intelligent use of electric energy on the farm of Ellis Haynes as compared to the $82.28 item of cost leaves $53.80 profit above all used which in addition to the power uses mentioned included the pumping of water for the house and barn, the lighting of three farm buildings, the operation of the washing machine, the iron, and electric range during the summer months.

This chart further illustrates the wide adaptation similar uses of electricity have in agriculture. All of the operations are practiced on countless farms over the entire country, none of the operations are determined by special conditions.

Mr. Haynes used 2,400 kilowatt hours of current.

Earning Lower Rate

The farmer limiting his electric uses to lighting and a few small appliances uses about 360 kilowatt hours of current a year and on the same rate used by Mr. Haynes pays $54.00 per year.

Mr. Haynes by paying about twice the amount of the average farmer was privileged to use about seven times the amount of current, and by using only $32.92 of his total bill for productive

(*Continued on page D 16*)

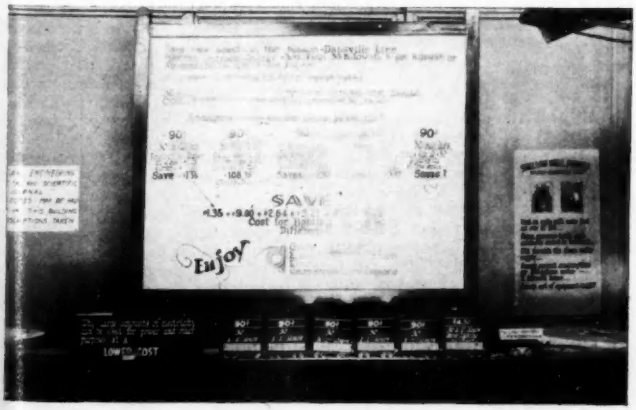


Fig. 2. Low Cost Transportation. 6 Cars Loaded, 30 KWH each. Result—KWH Cost 5c.

Pullin' Together
Power Companies—Private Plant Salesmen
—Wiring Contractors—Plumbers—
Implement, Hardware and other
Equipment Dealers
That all rural families may fully utilize the advantages
of electricity, and benefit by intelligent salesmanship

Dealer Cooperation*

By DOUGLAS DOW,
Farm Service Advisor
The Detroit Edison Company

MY contribution to this symposium is supposed to be a discussion of the problem of cooperating with dealers. I suppose I was selected for this task because my company is making some experiments along this line. I wish that I were able to give you definite results from these experiments that would be of material help to you in the solution of your own problem. I am not able to do this. I can only give you the reasoning back of our decision to make this experiment and outline the results which we hope to obtain. Perhaps a year from now I may be in a position to tell you that our methods are successful or definitely a failure. I wish to make this plain because I would not like anyone to follow in our footsteps with the assurance that they were trying out a proven thing. If it were not that the whole problem of farm electrification is largely in the process of solution and everyone is working on projects, I would be hesitant to talk to you at all. It is better to tell people what you have done and the results that you have obtained rather than the results which you hope to obtain.

In our opinion the function of merchandising is to increase revenue by increasing energy consumption. We are not interested in making a large profit on the sale of equipment. We are more interested in selling equipment that will stay sold and continue in use without further attention on our part than we are in profiting from the initial sale.

It is particularly vital to us that we increase the consumption of our farm customers. We will not be justified in our line extension policy if we cannot increase the average revenue per customer.

I do not think we are peculiar in this respect. Rates are important for farm electrification. Line costs are important. Extension policies are important. But with the perfect rate about which we all dream and lines at five hundred dollars a mile and the farmer paying the entire cost nothing is gained unless the farmer uses considerably more electricity than our best city customers, and he will not use it as he can and must do unless we get out and show him how, and *someone* sells him the necessary equipment.

In January, 1928, when we filed our new line extension policy, we also expanded from the pioneer work already being done by Mr. John Flessner and organized a farm service division with myself in the main office as farm service advisor and two farm service agents. We have since expanded this to include six farm service agents. We segregated our farm customers so as to get reliable revenue figures. We made some surveys of the number of appliance in a group of 650 farms, finding that there was practically nothing but household use.

We already had one test farm and we organized another. We also arranged with a number of our customers to cooperate with us on experimental work. We soon found that there were a number of uses for electricity which were

*From paper presented at Great Lakes Div., N. E. L. A. Farm Electric Service Conference.

definitely proven and ready for active merchandising work. Among these are poultry house lighting and water heating, feed grinding, the utility motor, the electric water system, the electric milking machine, overhead irrigation on truck farms, grain elevation, and in the work shop a tool grinder, 1-2 horse power motor, and soldering iron.

There are other applications which in our opinion still call for additional experimental work before they can be actively merchandised. However, this experimental work seemed to us to be a side issue. The important thing was to push those things that were already developed.

We held a number of meetings, put on demonstrations at the fairs and did general educational work. We found the farmers were interested. A number of them had money, particularly those who had been on our lines for more than one year. We began to get inquiries for equipment and then were faced with the problem of getting the equipment to the farmer.

We found ourselves between the two horns of the age old dilemma of doing our own selling or working through the dealers. The simplest way seemed to be to follow Poor Richard's advince, "If you want a thing well done, do it yourself."

We had fifty offices scattered throughout our farm territory, all of them merchandising household equipment. We had a well organized appliance merchandising department, an exceptionally able purchasing department, a research department which, working with our farm service division, could test equipment properly and select the right thing to sell to customers. We had the good will of our customers and they were willing to accept our recommendations. We had facilities for financing although we were dubious about loading up with farm paper.

On the other hand, there were serious drawbacks to merchandising this electrical equipment for farmers through our own offices. For example, it meant going into a business that was totally new. A feed grinder is nothing but a farm implement. In many cases there is not even a motor with it, nothing electrical of any kind. Were we to go into the farm implement business? We got out of the motor business a good many years ago and selling utility motors or motors for the feed grinder was taking us right back where we were some time ago. Also, the electrical contractor considered the motor a legitimate part of his business and usually charged exorbitant prices for installing motors which he did not sell.

We shortly found in our experimental work that the pipe line milking machine had to be installed by a plumber and the wiring done by an electrical contractor. There were also difficult installation problems in connection with water systems, to say nothing of the servicing of them. We were attracted by the simplicity of the rotary water system with the possibility that the farmer would do his own installation work, but experimental work in our laboratory led us to the conclusion that the old-fashioned reciprocating type was the more satisfactory system at the present time. Servicing of this type is complicated and calls for a large stock of parts.

Again, irrigation for truck farms has its special problems of installation.

In the face of difficulties such as these, the other horn of the dilemma looked very attractive. There were people in our territory already doing these things. Perhaps not exactly as we would do them, and they needed some education on the problems of adaptation to electrical drive, but still they might be made to do our work for us.

(*To be concluded in July number*)

New Rural Lines for Alabama

The Alabama Power Co. has authorized the construction of 45 rural line projects in 32 counties of the state covering a total of 295 miles. Completion of the proposed extensions will bring the number of counties with rural service to 58 and the total mileage of such lines to 1167.

National Food Preservation Program

Score of National Trade Organizations to Cooperate in Educating the Public on Proper Preservation of Food

TEACHING the millions that 50 degrees is the danger line on the thermometer for the proper preservation of perishable food is the object of a nation-wide Program now being rapidly organized by the National Electric Light Association, in co-operation with a score or more of other national trade associations and the public utility companies of the country.

At the suggestion of the Refrigeration Committee, the Commercial Section of the N. E. L. A. has taken this as its principal promotional activity next fall. The movement will be known as the National Food Preservation Program. It will be centered, so far as public attention is concerned, in the month of September, although preliminary work will be going on actively throughout the summer.

The fundamental purpose of the whole program will be to impress on the American public, in a campaign so dominating and so widespread that it will cover every part of the nation, these four major ideas:

1. The relationship between food spoilage and health.
2. To establish in the public mind a perishable food temperature of 50 degrees or less.
3. The causes of food decay and bacteria growth.
4. The vital need for proper all-year refrigeration.

Every avenue of advertising and promotion, national and local, will be employed to focus public attention on the benefits to health and the economy of proper refrigeration all the year round. Dominant advertising in national magazines will be the primary instrument. Newspaper advertising and radio broadcasting will add to the effect of the magazines. Magazine and newspaper articles by recognized authorities on the necessity for proper care of food to preserve health have been arranged. Addresses before community gatherings and complete local tie-up with the program by all the factors interested in public health and in the merchandising of refrigeration and of perishable foods have been planned.

The month of September was selected for the Program for two principal reasons:

First, because it offers an opportunity to emphasize to the American public the need for proper refrigeration all the year.

Second, because it will stimulate sales at a time when there has been a tendency to relax selling effort.

It has been accepted by many merchandisers of automatic refrigeration in northern states that concentrated selling effort has been worth while only in the summer months. The program will point out that Weather Bureau records show that 50 degrees, the danger line in food preservation, is maintained in outdoor temperature only nineteen days a year, as a national average.

The governing body of the Program will be the National Food Preservation Council. Matthew S. Sloan, president of the New York Edison Company and president-elect of the N. E. L. A., is president of the council. J. E. Davidson, president of the Nebraska Power Company and former president of the N. E. L. A., is vice-president of the Council, P. S. Young, of the Public Service Electric & Gas Co., and treasurer of the N. E. L. A., is treasurer, and P. B. Zimmerman, sales manager, electric refrigeration department, General Electric Company, is secretary. The members of the Council are representatives of the interests and associations participating.

Adopting the plan already put in effect by the New England Power Association and the Public Service Company of New Hampshire, the Twin State Gas and Electric Company of Dover, N. H., has put in effect the five-year monthly payment arrangement for extension of electric light and power lines into the rural districts of New Hampshire.

Bob's Page

Devoted to Merchandising of Electrical Equipment in Rural Communities

Conducted by Robt. J. Fulton

Selling the Water System

In April we talked to you about selling the farmer a motor for grinding the feed and how much he saved by doing it himself. Another good use of the hammer mill is in getting the tobacco stalks ready for the field. By running them through the hammer mill you grind them up so they can be spread on the field and can start to work at once.

This month we want to talk about water systems. Here are some points built around a supposed call on one of your farmer prospects.

We Meet the Prospect

Dealer: "Hello, Henry, I want to talk to you about a water system for your house. It is made by a group of men who are specialists in their line and their product has many features that I am sure you will find of real interest, for I understand that your home is not equipped with a pressure water system."

Henry says that he does not believe that he is interested in water systems for he has a good windmill. It has been giving him service for quite a number of years. While he knows it needs some repairs, he thinks he can get along with it for quite a while. The talk continues:

"I have thought of buying a motor to hook up with a pump jack to give me water when sufficient wind to run the mill is not to be had."

Dealer: "I have run into quite a number of situations in the past just like yours and I am confident that your opinion will be the same as other folks who have had equipment like you are equipped with at this time, after hearing and seeing the real advantages of the water system that I have out on the truck. You have referred to using a motor in connection with a pump jack and that indicates to me that you realize the disadvantages of driving a pump with a gas engine. A gas engine, as we all know from past experience, is oftentimes unsatisfactory, difficult to start, has considerable running cost, and repairs, and otherwise needs lots of attention as compared to an electric motor. I am sure that you are fully familiar, from your past experience, with the disadvantages of the windmill. The windmill and the gas engine driven pump jack are rapidly becoming obsolete equipment, as compared to the electric water system that I am selling.

"While it sometimes might appear that we can save money by not making an expenditure, at the same time if a product is available that renders us an economic service, we do not save ourselves anything by staying away from actual purchase and possession of the equipment involved.

"A really modern water system will prove a real economy for you. Our average cost for pumping 1,000 gallons of water, on a basis of current costing 10c. per K.W., is less than 10c. per 1,000 gallons. So much for cost of operation.

"The sturdy parts used in our pump will give many, many years of continuous service without replacement being necessary. The pump requires oiling only twice a year, and the motor requires oiling only once a year, which means that with our outfit it is going to require only very little of your personal time and attention and instead of experiencing the disadvantages of the windmill, such as no

water being pumped when the wind is not blowing and your equipment out exposed to the elements where a high wind will blow it down, ours is protected from the weather. With electric current available you have a continuous source of power supply that you can harness and put to work at far less cost than any servant you can possibly employ, and entirely eliminates the necessity of attention to fuel supply, oiling, adjustments, etc., that are necessary with a gas engine installation. With our water systey you have in reality the equivalent of city water service, for you have water available continuously under pressure.

"Without attention on your part our water system will start and stop itself automatically. In connection with our pump you have a pressure storage tank and as the water is pumped into this tank it builds up a pressure by compressing the air trapped in the top of the tank. As the water is drawn out, this air cushion expands and the pressure drops. When it reaches 25 pounds pressure, the switch cuts in, the motor starts and the pressure is again built up to 40 pounds. This means that your water is being continuously replenished without attention or care on your part. It is in reality just like tapping a city water main where the pressure is always maintained. This feature of our water system eliminates your attention to starting and stopping and makes possible the use of modern plumbing supply fixtures.

"With an adequate pressure, such as the pressure maintained with our system, you can have a bathroom, shower, modern plumbing fixtures in the kitchen, laundry trays, etc. Furthermore, you can have such equipment that will operate year in and year out for less than the actual cost of some of the older pump devices."

Henry: "Well, that sounds all very interesting to me, but I don't feel that I am interested in making any investment at this time, due to the fact that I must buy a new plow and several other farm tools that I need very badly. I might be interested in talking to you some time later."

Dealer: "Of course, I will be glad to talk to you at the time which is most convenient, but it appears to me that it is going to be necessary for you to spend some money on your present pumping equipment in order to put it in good order, and that being the case, instead of making any additional investment in your old equipment, why not consider the angle of having the benefit of our water system now.

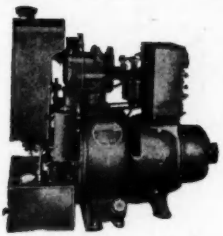
"I was very much interested to note that you referred to some new implements you need in connection with the productive end of your farm business, and while it is necessary that you have such equipment, it is equally important that your wife has in her home equipment that will save her labor and drudgery. Surely nothing is more important to the home and the welfare of every member of it, than a good dependable water supply system.

Water System and Sanitation

"Now I would like to present for your consideration a few additional thoughts that deserve careful study. United States statistics from the Child Welfare Bureau tell us that the infant death rate is far higher in homes where modern sanitation does not exist than in homes where modern sanitation is employed. So just from the angles of health, proper protection and sanitation, a water supply system is vital to your welfare and the welfare of your entire family. We really cannot consider an investment of this kind only in the light of its cost, when it helps to make our lives healthier and happier. One case of illness from contaminated water might cost far more than the whole program that I am talking about.

"But beyond the thoughts we have already discussed, and many others of real importance, don't overlook this point: With our water system you have water under pressure, and having water under pressure you are able to sprinkle your lawn and garden, you have pressure with which to wash your automobile, and you have real fire protection. All fires are at the outset small, and with water under pressure, with a system like this

"YOU SIMPLY CAN'T BEAT IT"



Small batteries carry loads up to 200 watts—plant starts automatically on heavier loads.

Read what Mr. Ralph O. Deckard, our distributor at Bloomington, Indiana, says:

"I entered the light plant business knowing nothing of any plant. I selected Sunbeam as the one I could sell to the most particular buyer and make him satisfied.

"I have enjoyed a wonderful business and to date have never lost one sale to any competition.

"I have plants pulling washers, irons, milkers, water systems, fans and air compressors, and neither any customer or myself have spent one cent for parts or repairs on any of the plants.

"Any dealer who will show a Sunbeam, will sell some plants—You Simply Can't Beat It."

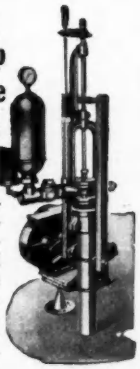
RALPH O. DECKARD.

SUNBEAM ELECTRIC FARM-LITE

Starts, Oils, Regulates and Stops Itself

SUNBEAM ELECTRIC MANUFACTURING CO.
Dept. 12, Evansville, Ind.
Mfrs. of Railroad Lighting Equipment since 1883

The Cullman Electric Pump Drive with the Cullman Well Casing Head

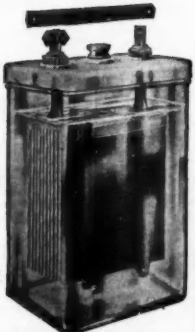


This unit operated by an Automatic Pressure Control switch is the foundation of a complete automatic water system for deep or shallow wells. It is something that will appeal to all your electrified customers.

Send for literature and prices

Cullman Wheel Co.
1342 Altgeld St.
Chicago, Ill.

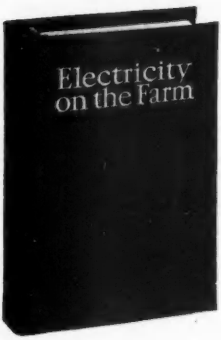
S. O. S.



BATTERIES for Farm Light Plants

Write for new attractive dealer's proposition on this and other S.O.S. batteries.
S.O.S. are better because of superior design and materials. You can earn bigger profits with S.O.S.

Victor Storage Battery Co.
Rock Island, Illinois (Est. 1914)



Preserve Your Copies

of

Electricity on the Farm

EVERY issue, as you know, is packed full of interesting and helpful ideas, facts, and other useful information on selling farm equipment which can be electrically operated that you, of course, like to keep handy for ready reference.

Why not make it easy to find what you want by keeping all your issues together in a binder? You would find this a great time saver and convenience.

We have a special one for subscribers with the words "Electricity on the Farm" printed in gold ink on the cover. The cost is only $1.50 and it holds the issues for a full year. Want one?

Use This Coupon Now to Get Your Binder

Book Department
ELECTRICITY ON THE FARM
225 W. 34th St., N. Y. City

I am enclosing check or money order for $1.50 for one "Electricity on the Farm" issue binder.

Name .....

Address .....

.....

.....

one, you have a marked degree of fire protection. By getting to a fire at its inception, with water under pressure, you may save your home from a fire loss that might run to figures far in excess of the nominal amount that would be involved on a modern water system installation.

"I know, and I am sure you will agree with me, that you will find it a real source of pleasure to be able to come in after a hard day's work and have an invigorating and refreshing shower bath. All this and more is available to you with our water system and at a very nominal cost to you.

Some More Arguments

"Water under pressure will do wonders in making your home a healthier, happier, more enjoyable place for every member of your family. In fact, I don't believe that you can point out any single modern appliance for the home that brings a bigger exchange per dollar investment that the water system that I have brought out here to show you. But beyond all this is the fact that by making your home modern with water under pressure and modern plumbing fixtures in it, you are putting increased value on your property that will far exceed the actual outlay you will be obliged to make.

"Now we have talked at some length and I want you to come out to the car with me to see a shallow well pump that I can put in operation."

Henry: "Alright, I will be glad to look at it."

Dealer: "Now here we see, as I have stated, a shallow well pump. It has on it a modern design of motor, which means that it is very rugged and dependable. You will notice the heavy construction of the pump body, the arrangement of the valves, and the fact that a strainer is placed in the suction line to prevent dirt getting under the valves. You have here a very compact piece of equipment.

"I would like to suggest that we take this extension light cord and plug it into one of your electric outlets; and as you have a shallow well right alongside your house we

can drop this suction hose into the well and let you see for yourself the pump in operation."

(This is done and after the pump is put in operation the dealer asks the farmer to take hold of the garden hose that he has attached to the system. After the garden hose has been put in operation a look of appreciation and pleasure spreads over Henry's face. He begins to ask installation questions that you will have to answer by measure, etc. Mr. Farmer visualizes the element of fire protection and sees for himself how practical and efficient your water system is, and shortly thereafter Mr. Farmer and you will be using your pencils in figuring the cost of installation. Thus another satisfied water system user has been created.)

Prater Cooperates with Power Companies

Merchandising Division Outlines Plans for Selling Feed Grinders

The Prater Pulverizer Company of Chicago, has developed a very effective sales plan for the merchandising of electrically operated grinding equipment by central stations.

As a part of the plan, a sales manual has been especially compiled for rural service departments of central stations. This sales manual contains a great deal of instructive and useful information on Prater mills as load builders, making a comparison between these feed mills and other electrically operated farm equipment.

Full details are included on the installation and operation of Prater mills, as well as a great deal of information which will serve the rural service department in interesting the farmer in grinding feed on his premises, rather than sending it to customer grinders.

A few of the other topics covered in the manual include: feeds and feeding, the value of grinding feed for hogs, the value of grinding feed for dairy cattle, the value of grinding feed for poultry, including data on feeding growing chicks, feeding for egg production, and other timely subjects.

Blue Ribbon Electric Milker

A Portable Milker Requiring No Installation

The "Blue Ribbon" is a self-contained milker, requiring no pipe lines or extra equipment of any kind. It operates direct from the light socket of either high line or farm light plant. A beautiful catalog and complete information will be sent on request. Write us today.

Electric Products Corporation
7 Bluff Ave., La Grange, Ill.

Buy by Mail from Brook and Benefit from the

LOWEST PRICES
on
FIXTURES - RADIO
CONST. MATERIALS - APPLIANCES

Our New Catalog of Lighting Fixtures Is Ready Now

This valuable handbook, beautifully illustrated in actual colors, presents a thoroughly up-to-date line of fixtures at low prices permitting an exceptional mark-up. It offers you a means of better buying and more profitable selling—and a copy will be sent gladly upon receipt of your request.

Send for Our Big New Catalog and See for Yourself

BROOK
Electrical Supply Co.
213-15-17 SO. PEORIA ST.
Chicago.

Rural Rates

(*Continued from page D 7*)

purposes was enabled to save the $54.00 that the average farmer has to pay when he limits his electric uses to lighting and does not take advantage of its productive possibilities.

Had Mr. Haynes not thoroughly understood the economics of the rural rate schedule in the beginning, it is doubtful whether he would have so readily adopted electric power uses. As his electric uses increased the cost per kilowatt hour became of less importance until now he only thinks of electric energy as the cheapest of all power.

Until the farmer understands the rural rate schedule, he will watch his energy consumption closely. When he does understand the rate schedule he loses his fear of the watt hour meter and begins adding to his equipment. At this point he begins to realize that energy costs are too cheap to worry over—and for this particular farmer the problem of farm electrification is largely solved.

A New Motor Grinder

Master Guaranteed Motors, Inc., of Dayton, Ohio, has just placed on the market a new style motor grinder. It has a standard one quarter horsepower motor on a base, and is provided with a handle for carrying it, also a toggle switch and ten feet of cord for connecting to lamp socket. The grinder is mounted at one side of the motor, and at the other the shaft is extended and formed into a tapered spindle on which may be placed a rag wheel for buffing and polishing. The tapered spindle can be removed and a wire wheel with arbor attached in place of it. On the grinding wheel side of the motor is a cast iron pulley which can be used to drive some other unit, such as a jig saw, drill press, washing machine, ice cream freezer, or other appliance that requires a one horsepower motor. The illustration herewith shows the motor with buffer in place. The wire wheel can take the place of the buffer.

The New Master Motor Grinder

Farm Motors Increasing

A marked increase in the use of electric motors by the farmer is indicated by statistics prepared by the General Electric Company. Figures compiled by that company show that, during 1928, twice as many of its portable farm chore motors were purchased as were installed in the previous year.

The figures indicate that the single-phase motor is the more popular, outnumbering the three-phase 24 times. The most popular rating was the 5-horsepower size, the 7½-horsepower motor being next and the 3-horsepower last. Geographically, the Middle West district, with Chicago as its center, used the largest number of motors, the next largest users being the west coast, the district with Philadelphia as a nucleus and the Rocky Mountain section.

CLASSIFIED ADVERTISING

Here is the opportunity you have been waiting for: Power and light that your farmer prospects can afford. New Dyneto power and light and battery charging generators which have a capacity of 20 lights, 32 to 40 volts, ball bearing, generous commutator, new model, parts always obtainable, equipped with pulley, ready to run. They can be operated from a one to two horsepower ordinary gas engine. Shipping weight, 75 lbs. Special price, $28.00. Retails for $85.00. Switchboard for the above, $22.50; batteries, $48.50. Largest stock of motors and generators in the Northwest. Do not buy, consult us first. Wire, write, or call GENERAL DISTRIBUTING COMPANY, SECURITY STORAGE BUILDING, DULUTH, MINNESOTA.